

R. J. REYNOLDS TOBACCO COMPANY
Permanent Counter Display Plan

PCD

Retailer will continuously maintain an adequate display of designated brands carried by the retailer, as selected by R. J. Reynolds Tobacco Company. Displayed brands must be unobstructed and self-service to the consumer in either the cash register or standard configuration.

Brand selection will correspond to the riser card promotional messages which will be periodically changed at the discretion of R. J. Reynolds Tobacco Company.

The retailer will not permit posters, shelf strips, decals, or other advertising, promotional, or informational materials, including those relating to the retailer's own products, to be affixed or appended to any part of the display fixture except those of R. J. Reynolds Tobacco Company, which are a part of or relate to said display.

Retailer will permit R. J. Reynolds Tobacco Company's representatives to make reasonable audits of performance and to inspect and rotate stocks of R. J. Reynolds Tobacco Company's products in stores under contract.

R. J. Reynolds Tobacco Company will make payments by check as soon as practicable. Payments will be made for stores rendering full performance during a quarter, and on a pro rata basis for stores rendering performance for less than one full quarter but more than one calendar month. Retailer will not deduct amounts due under contract from invoice due R. J. Reynolds Tobacco Company.

The attached contract will remain in effect unless and until terminated by either party upon written notice delivered to the other. In the event of failure of performance by retailer, this contract may be terminated by R. J. Reynolds Tobacco Company forthwith and without notice.

This offer is extended pursuant to R. J. Reynolds Tobacco Company's general plan, that, in the judgment of the Company, is made available on proportionately equal terms to all competing retailers.

We/I the undersigned retailer and R. J. Reynolds Tobacco Company, by signing below, thereby agree, for the type plan and stores designated below, to the terms and conditions of the R. J. Reynolds Tobacco Company Permanent Counter Display Plan, dated October 1, 1986.

Store Name TRUCK STOPS OF AMERICA RJR Account Number _____
(Please Print)
Street Address INTERSTATE 80, RT 94, P.O. Box 305 RJR Territory Number 122802
City/State Columbia, N.J. Zip 07832
Call Classification B04 Branch (if chain) _____

Is your organization a corporation, governmental agency, or tax exempt? _____ (Yes/No)

If not enter your TIN in the applicable space provided:

Individual Proprietorship: _____ Partnership: _____
(Social Security Number) (Employer ID Number)

Circle Correct Plan Under
Appropriate Volume Category

CASH REGISTER DISPLAY

Cigarette Volume Category	80 Packs	120 Packs	140 Packs	160 Packs	Number of Qualifying Stores	Total Quarterly Dollar Amount
10-39 Cartons	1J	—	—	—	—	\$ —
40-99 Cartons	2J	2K	—	—	—	\$ —
100-169 Cartons	3J	3K	3L	3M	—	\$ —
Over 170 Cartons	4J	4K	<u>4L</u>	4M	1	\$ <u>138.00</u>
					TOTAL 1	\$ <u>138.00</u>

STANDARD DISPLAY

Cigarette Volume Category	80 Packs	120 Packs	140 Packs	160 Packs	Number of Qualifying Stores	Total Quarterly Dollar Amount
10-39 Cartons	1B	—	—	—	—	\$ —
40-99 Cartons	2B	2C	—	—	—	\$ —
100-169 Cartons	3B	3C	3D	3E	—	\$ —
Over 170 Cartons	4B	4C	4D	4E	—	\$ —
					TOTAL	\$ —

3-22-88
Date Contract Signed
4/88
Contract Effective Date

Retailer's Signature [Signature]
Title [Signature]
R. J. Reynolds Tobacco Company
By Lance Druckermill

DIVISION OFFICE

51849 9538

R. J. REYNOLDS TOBACCO COMPANY

Permanent Counter Display Plan

R. J. Reynolds Tobacco Company is pleased to announce the following display plans, effective January 1, 1987, for retail stores which sell cigarettes primarily by the package. This plan terminates and supersedes all prior Permanent Counter Display plans regarding the aforesaid type of stores.

The following display plans deal with two distinct positions: (1) displays positioned adjoining the primary cash register and (2) displays placed in the number one selling position away from the primary cash register.

CASH REGISTER DISPLAY

R. J. Reynolds Tobacco Company will furnish an appropriate display fixture, for the plan selected by the retailer. This Plan is made available to those retailers who position and maintain the display adjoining the primary cash register. The display selected will be placed with riser card(s) on top trays and other advertising materials as determined by R. J. Reynolds Tobacco Company on lower trays.

The primary cash register position, as defined by R. J. Reynolds Tobacco Company, is a position directly adjoining the most active cash register and on the customer side or front of that register. Final approval of an acceptable display position will be determined by an R. J. Reynolds Tobacco Company representative.

In the event it is impossible to place any cigarette display adjoining the primary cash register, see the Standard Display section.

Payments will be made on a quarterly basis as follows. All payments shown per month per store:

CASH REGISTER DISPLAY PLAN

VOLUME CATEGORY	WEEKLY CIGARETTE VOLUME	80 PACKS	120 PACKS	140 PACKS	160 PACKS
1	10 - 39	\$ 6.50	N/A	N/A	N/A
2	40 - 99	\$ 10.00	\$ 18.00	N/A	N/A
3	100 - 169	\$ 29.00	\$ 37.00	\$ 41.00	\$ 43.00
4	Over 170	\$ 35.00	\$ 44.00	\$ 46.00	\$ 49.00
	PLAN	J	K	L	M

STANDARD DISPLAY

R. J. Reynolds Tobacco Company will furnish an appropriate display fixture, for the plan selected by the retailer, which will be placed in a standard configuration with riser card(s) on top trays and other advertising materials as determined by R. J. Reynolds Tobacco Company on lower trays.

The standard configuration display must be placed and maintained in the number one selling position away from the primary cash register as determined by an R. J. Reynolds Tobacco Company representative.

Payments will be made on a quarterly basis as follows. All payments shown per month per store:

STANDARD DISPLAY PLANS

VOLUME CATEGORY	WEEKLY CIGARETTE VOLUME	80 PACKS	120 PACKS	140 PACKS	160 PACKS
1	10 - 39	\$ 5.50	N/A	N/A	N/A
2	40 - 99	\$ 9.00	\$ 16.00	N/A	N/A
3	100 - 169	\$ 15.00	\$ 21.00	\$ 25.00	\$ 27.00
4	Over 170	\$ 27.00	\$ 35.00	\$ 38.00	\$ 40.00
	PLAN	B	C	D	E

Cigarette volume will be determined by the average total weekly sales of all brands of cigarettes during the most recent three-month period.

Only one display may be selected by any one retail store.

Display capacity may vary + to - 10 packs, depending on display and display configuration selected, as determined by an R. J. Reynolds Tobacco Company Representative.

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